TABLAB®

BRAND GUIDELINES
April, 2018 • Designed by Prachi Kishore
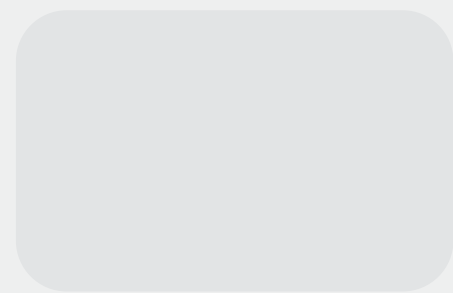
TABLAB®

THE FORMATION

TABLAB

THE SHAPE

Rounded Rectangle:
The shape of the logo is kept as a rectangle with rounded corners.
Rounded rectangle represents the shape of tab and trolley focusing on the main product.
Rectangles with rounded corners are easier on the eyes than a rectangle with sharp edges because they take less cognitive effort to visually process.
They are more effective as they allow our eyes to easily follow lines "as it suits better to the natural movement of the head and eyes respectively".
They give sense of integrity, perfection and adds feeling of comfort and joy.
The rounded corners are softer, more approachable and represents connection. They tends to send a positive emotional message of harmony and protection.

Tilt:
Tilt means to cause to have an inclination, thus it gives movement in upward direction.
Tilt adds interest and playfulness that can make a child see it as an easy-to-use thing rather than a complicated gadget.

THE COLOURS

Yellow Gold makes the brand hospitable, comfort, illuminating, lively, friendly, innovation, energetic, warm, pleasing, easy, enlightening, progressive, knowledgeable, joyful and positive.

HEX
#FFFFFF
CMYK
0 0 0 0
RGB
255 255 255

HEX
#F8C82D
CMYK
0 17 93 0
RGB
248 200 45

HEX
#20221D
CMYK
61 49 55 78
RGB
32 34 29

THE FONT

The font used in the logo is Gotham Rounded.
It is the rounded version of the ever popular Gotham typeface.
Its rounded corners lend it a much more warm and friendly feel. The same fonts, composed as letterspaced caps have a mechanical, even austere quality.
The font gives a feeeling of go from friendly to high-tech.
The style of the font is elegant, practical, versatile, youthful as well as modern which makes it apt to use for the logo.

Gotham Rounded

AaBbCcDdEe123

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Bold   **AaBbCcDdEe123**
Bold Italic ***AaBbCcDdEe123***

Minimum size

The minimum size shows the smallest allowed usage of the logo. This is to prevent from logo or part of it from being illegible.

7 in

10 mm

DO'S

Always use files from the folders provided. Never try to recreate them from the Brand Guidelines.

DONT'S

- Never stray from the colour palette.
- Never stretch or distort the signature.
- Never use outlined logo.
- Never change the orientation of the logo.
- Never change the order or placement of the elements of the signature.
- Never use background type or colour other than the one(s) specified.

LOGO VARIANTS

COLOUR PERMUTATION

The TABLAB logo can exist with an "inverted" colour scheme. The main colours used in the logo are yellow gold, black and white. All three colours can be flipped in these variations to make its usage easy.

ACHROMATIC VERSIONS

Achromatic versions (black and white), differ slightly from the main logo due to usage of only one colour.

APPLICATIONS